

## **The role of gender factors in the formation of investment attractiveness of the territory**

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### **Abstract**

This article deals with the analysis of the demographic potential of the Russian Federation. This analysis allows is to estimate the influence of the gender factors on the state of the brand-capital of the territory. The gender component of the demographic potential way analyzed with regard to the age structure, educational level, span of life and differences in payment for labor. The role of women in the progressive development of the economic and social values of the territorial entities was closely analyzed. It has been proved, that taking into consideration the importance of the gender factor is crucial for the rise of the investment attractiveness of the territorial entity.

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### **Keywords**

Demographic potential of the territory, Economically active population, Gender factors, Investment attractiveness, Labor market, Territories